

Name _____

Period _____

Initiating the Sale

Chapter 13 Sec 1 – The Sales Process

Steps of a Sale

- Approaching the customer
- Determining needs
- Presenting the product
- Overcoming objections
- Closing the sale
- Suggestion selling
- Relationship building

Approaching the Customer

- The first _____ contact with the customer.
- Can _____ a sale
- Sets the mood or _____
- _____

It's true – _____

The Approach in Business-to-Business Selling

- Set up an _____
- Introduce yourself with a _____ and a smile.
- Be _____ with customers you _____.
- Use good _____ with new customers.

The Approach in Retail Selling

- If customer is _____, approach _____.
- If customer is undecided, _____.
- Encourage customers to look around and to _____.

Methods for the Initial Approach:

Service Approach Method

- Ask if _____.
- _____
- _____ – customer says, “I’m just looking.”

Greeting Approach Method

The salesperson _____ the customer

Establishes a _____ atmosphere.

Merchandise Approach Method

Let the customer _____. When they _____ in a product, the salesperson _____ or asks a question.

It is the _____ approach because it gets the customer _____ about the _____ he/she may be interested in.